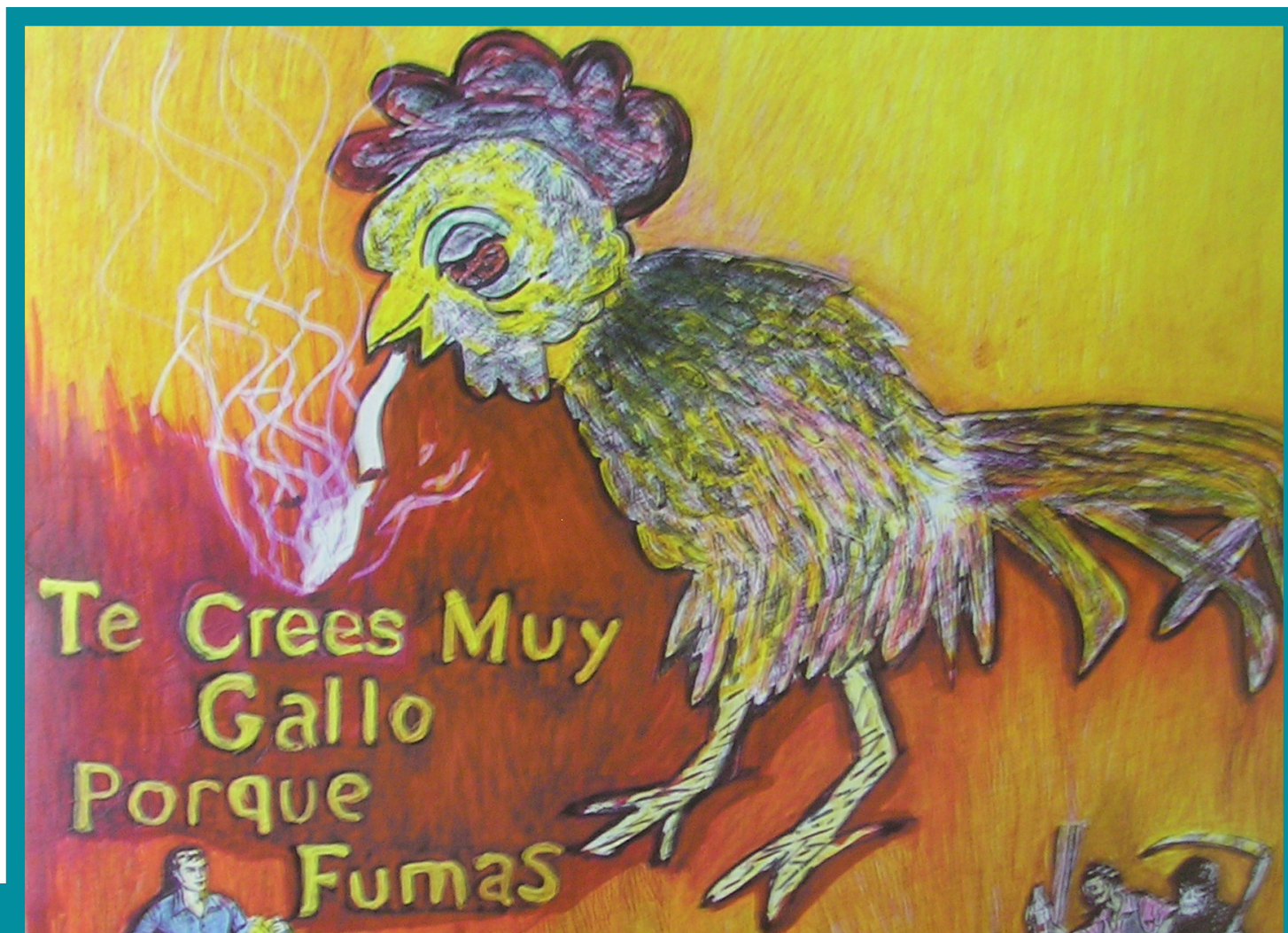


Latino/Hispanic Community in Washington State



The symbol of machismo (a rooster) is meaningful amongst many Hispanic/Latino communities. Translated the poster means "So you think you are a rooster (macho) because you smoke".

Washington Association of Community & Migrant Health Centers
Foundation for Multicultural Solutions/El Camino Programs
KDNA Radio/Northwest Communities Education Center
SeaMar Community Health Centers
Yakima Valley Farm Workers Clinic

Overview

- The Hispanic community is the fastest growing ethnic/minority group in the United States.¹
- Hispanic/Latino families traditionally are close knit and influence action that affects the family. Tobacco prevention and intervention should involve the whole family, especially discussions around secondhand smoke.³
- Overall, lung cancer is the leading cause of cancer deaths among Hispanics.¹
- Family is a strong motivation to quit while spirituality is a powerful support to resist relapse.³
- Latino/Hispanic men use tobacco more than woman.^{1,2}
- Many Latino/Hispanic work in the service industry and are exposed to secondhand smoke.³
- Anonymous telephone counseling through the Washington Tobacco Quit Line is a new concept to the Hispanic/Latino community.

Key Accomplishments

- Direct efforts to decrease tobacco use in the Latino/Hispanic community are being done in Benton/Franklin, Clark, King, Pierce, Snohomish, Thurston, Yakima, and Walla Walla counties.
- Information about the hazards of tobacco use and secondhand smoke has been provided at numerous Latino health fairs across the state (e.g., Fiestas Patrias)
- Some alcohol and drug treatments in Pierce County have integrated tobacco cessation programs.
- More than 60 social advocates and public health professionals participated in the first Washington State Latino Summit, *Eliminating Tobacco Use: The Key to Healthy Hispanic Families*, in Sea-Tac on June 8-9, 2005.
- There are now a wide variety of tobacco cessation classes, secondhand smoke information, publications, and media campaigns available in Spanish across Washington State.

Plans and Priorities

- Strengthen the no smoking policy at Sea Mar Community Health Centers through education and enforcement; develop a system where providers ask every patient about tobacco use and exposure to secondhand smoke; refer patients and staff to smoking cessation services (Washington Tobacco Quit Line and/or health educator)
- Build capacity of youth with the Teens Against Tobacco Use (TATU) curriculum
- Continue utilizing the Spanish media to increase awareness of the hazards of tobacco on the entire family and encourage cessation
- Develop more materials (or adopt materials already developed) and increase the distribution of tobacco prevention messages at community events

¹ Center for Disease Control, *Tobacco Use Among U.S. Racial Ethnic Minority Group*, 1998

² *Washington State Behavioral Risk Factor Surveillance System*

³ Community needs assessments and working experience of WACMHC subcontractors